



BMOTIA x L.A. MISSION MEDIA EVENT RECAP





THE BAHAMAS TOOK OVER LOS ANGELES

ahead of the 50th Anniversary of Independence with a standalone media & influencer event that inspired future bookings, celebrated a new nonstop flight, generated social & online buzz and kickstarted fruitful conversations for future opportunities.



A LIVE IN-STUDIO BROADCAST SEGMENT WITH DPM SET THE TONE FOR THE WEEK AHEAD



KEY MESSAGE PULL THROUGH

- ← 50th Anniversary of Independence
- ← JetBlue Nonstop Airlift
- ← 16 Island Destination
- ← Booming Economy
- ← Authentic Mocktail Highlighted in Live Demo with Mixologist Marv Cunningham

*"In The Bahamas, you can feel a world away without being a world away," said **DPM Cooper**. "The 50th Anniversary is an exciting occasion that we're celebrating on July 10, but also all year round. We're extremely proud of country we have built."*

TOTAL REACH

Online – 41M

Local Audience – 22K



BAHAMIAN EXPERIENCES BROUGHT A *LITERAL* TASTE OF THE BAHAMAS DIRECTLY TO ANGELENOS



Mixologist Marv Cunningham curated (3) talk-worthy Bahamian cocktails during his cocktail-making demonstrations



Chef Kevyn Pratt developed (2) mouthwatering Bahamian dishes - giving guests a true taste of Bahamian cuisine



Chambers Junkanoo Band elevated the evening with sounds and moves that got the entire crowd engaged



SOCIAL-WORTHY & EDUCATIONAL BAHAMIAN ELEMENTS WE'RE INFUSED THROUGHOUT THE ENTIRE EVENT



CREATED AN UNMISSABLE
BAHAMIAN-INSPIRED
PHOTO MOMENT THAT
INFILTRATED NEWSFEEDS
WITH BAHAMAS VISUALS



SPOTLIGHTED
EDUCATIONAL FAST FACTS
ABOUT THE DESTINATION
VIA BRANDED DRINK
COASTERS AND
EDUCATIONAL 16 ISLAND
PHOTO FRAMES



LEVERAGED 50 REASONS
TO LOVE THE BAHAMAS
QR CODES TO
CELEBRATE THE 50TH
ANNIVERSARY OF
BAHAMIAN
INDEPENDENCE



EXECUTIVES SHARED KEY MESSAGING AND NEW DEVELOPMENTS WITH TOP-TIER MEDIA AND INFLUENCER GUESTS



FROM HOTELS TO PROMOTION BOARDS - OUR PARTNERS SHARED THE SPOTLIGHT AND INFORMED OUR GUESTS OF THEIR OFFERINGS



BONUS: TWO LUCKY ATTENDEES SECURED A VACATION GETAWAY THANKS TO BMTIA PARTNERS, GRAND BAHAMA PROMOTION BOARD AND SANDALS BAHAMAS



AND THE RESULTS SPEAK FOR THEMSELVES, WITH MORE TO COME

41,427,471

ONLINE &
BROADCAST MEDIA
IMPRESSIONS

17

INFLUENCER
ATTENDEES

27

MEDIA
ATTENDEES

8 NEW STORY
LEADS

BLACK ENTERPRISE
GALORE
TRAVEL + LEISURE
WELL + GOOD
THE FOX MAGAZINE
SPA & BEAUTY TODAY
MONEY INC

158

SOCIAL MEDIA
PLACEMENTS

1,247,143

SOCIAL IMPRESSIONS
STEMMING FROM
ATTENDEES

6 BMOTIA
PARTNERS

SANDALS
GBI PROMOTION BOARD
OUT ISLAND PROMOTION BOARD
CLUB MED SAN SALVADOR
GRAND HYATT BAHA MAR
ATLANTIS PARADISE ISLAND

28.3M

SOCIAL IMPRESSIONS
STEMMING FROM
PUBLICATIONS

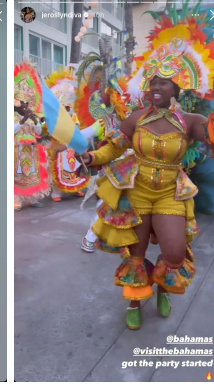


COVERAGE HIGHLIGHTS

Media spread the word on socials, with posts spotlighting key verticals from airlift to executive visibility as well as key messaging touting The Bahamas' 50th anniversary & more

EXPORTING BAHAMIAN CULTURE

Guests were transported to the Islands of The Bahamas through an exclusive Junkanoo performance that stole the show leaving guests inspired to learn more about Bahamian culture.



“The Junkanoo performers came all the way from The Bahamas for this special performance.”
– Jeanine Romo / @lewildexplorer (IG: 44K)

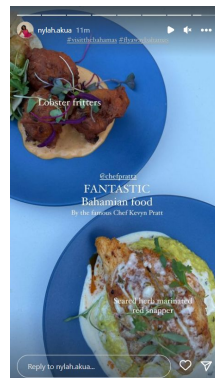
“Got to experience a little bit of Junkanoo from The Bahamas last night in Santa Monica. You can experience this yourselves this year as @jetblue is launching direct flights to The Bahamas from LAX in November.”
– Juliana Shallcross (FL: Conde Nast Traveler)

JUNKANOO



TRANSPORTING GUESTS TO THE BAHAMAS THROUGH THEIR TASTE BUDS

Attendees indulged in Bahamian bites and sips prepared by Chef Kevyn Pratt and Mixologist Marv Cunningham providing their followers with a taste of island flavours right in their backyard.



FOOD & BEV

"@chefpratt2 made this food with love! It was sooo good!"

– Parris Rose, Entertainment Reporter, The Knocturnal / IG: 10.3K

"The culture, the food, the people and the music, everything was just vibes and I hope I get the chance to visit The Island of The Bahamas soon!"

– @asianhappyhour (IG: 54K)



THE BAHAMIAN INSPIRED PHOTO MOMENT

The Bahamian inspired floral backdrop proved to be a successful photo opp for media and influencers, allowing audiences to see visuals of the beautifully branded event.



“Spending the night with @visitthebahamas celebrating 50 years of independence!!”

– @nylah.akua (IG: 6.5K)

“It’s been 50 years since The Bahamas gained independence, and we’re celebrating @visitthebahamas”

– Sam Leal, Freelance (Parade, Well + Good)

“Celebrating The Bahamas’ 50th year of independence @visitthebahamas. I also learned today that The Bahamas has 700 islands, 16 that you can visit, 2,400 cays and you rent your own island to stay on. On my way!”

– @coucoujolieblog (IG: 208K)

DESTINATION AWARENESS



DPM AND DG SERVED AS TOURISM'S LEADING VOICES

Both DPM and DG were the leading voices of the evening, mingling with guests and informing them of the destination's latest developments and offerings.



“Bring The Bahamas to LA with the Deputy Prime Minister and my gal @thatsalaw!”

– @JeroslynDiva (IG: 11.8K)

“An honor to meet Deputy Prime Minister of The Bahamas, Chester Cooper, at a media event in LA celebrating 50 years of Bahamian independence! JetBlue is adding nonstop LA-Bahamas flights later this year!”

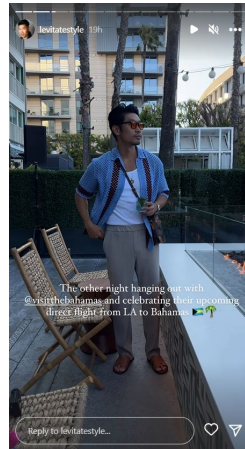
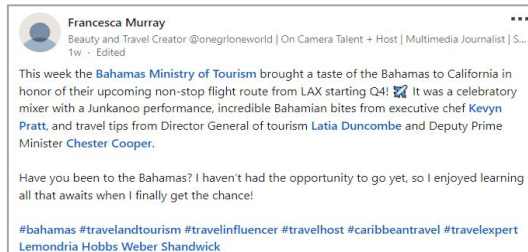
– Gabe Saglie, Senior Editor, Travelzoo

EXECUTIVE VISIBILITY



JETBLUE'S NEW DIRECT, NONSTOP FLIGHTS MADE FOR TALK WORTHY NEWS

Media and influencers took to social to share the news of Jet Blue's upcoming nonstop flights that will connect Los Angeles directly to The Bahamas.



"Excellent cocktails & incredible food at last night's event with @visitthebahamas - do you know that there is a direct flight starting this fall from LAX to Nassau!! Sign me up!"

– @KelleyFerro (IG: 22K)

"New direct flight from LAX to Bahamas coming in November from @jetblue!"

– Wendy O'Dea, Freelance, USA Today

"The other night hanging out with @visitthebahamas and celebrating their upcoming direct flight from LA to The Bahamas!!"

– @leviatestyle (IG: 115K)

REGIONAL AIRLIFT



DPM STEPPED INTO ONE OF THE MOST TRENDING, CULTURE-FORWARD SOCIAL PLATFORMS TO INSPIRE TRAVEL TO THE BAHAMAS

The Shade Room, a leading digital media publication geared towards African Americans and covering all-things pop culture, highlighted DPM and The Bahamas for the first-time ever, reaching more 28 million users.



"I'm stepping into The Shade Room and it's still better in The Bahamas!"

– Deputy Prime Minister The Honourable I. Chester Cooper



THE ONLINE COVERAGE IS JUST GETTING STARTED

THE KNOCKTURNAL

The Bahamas Comes to LA in Celebration of their 50th Anniversary of Independence

Among the most sought-after destinations in the world, the 16-island archipelago is heading to Los Angeles to export a taste of authentic Bahamian flavors, culture, and entertainment in celebration of its 50th Anniversary of Independence.

The Viceroy hotel in Santa Monica was transformed into a tropical oasis, immersing guests in the vibrant atmosphere of the Bahamas. The event began with the mesmerizing sounds of Junkanoo, a traditional Bahamian street parade characterized by colorful costumes, lively music, and energetic dance performances. Attendees couldn't help but move to the infectious beats, setting the tone for a night filled with excitement and cultural immersion. Guests were also able to meet with the **Honorable I. Chester Cooper**, Deputy Prime Minister and Minister of Tourism, Investments & Aviation and **Latia Duncombe**, Director General, as well as other members of the tourism board. They shared their favorite parts of being Bahamian and suggested must see spots on the 16-island paradise.



KEY MESSAGE PULL THROUGH

- ← 50th Anniversary of Independence
- ← Nonstop Airlift
- ← Executive Visibility
- ← 16 Island Destination
- ← Culinary Highlights Touting Chef Kevyn Pratt and Marv Cunningham



Features ALL 50 Reasons to Love The Bahamas – hitting on *every* vertical and *each* of the distinct 16 islands!

GLOBALGRIND

50 Reasons You Must Visit The Islands of The Bahamas As They Celebrate 50 Years Of Independence This Year [List]

The Islands of The Bahamas brought their beautiful country to the city of Los Angeles last week with an event filled with Bahamian culture, music, cocktails and history. As the Bahamas gears up to celebrate 50 years of independence next month, we want to share 50 reasons why you should visit their beautiful islands inside.

It left us feeling inspired to play our next trip to their 16 unique destinations around the country from the bustling tourist attraction of Nassau, which most people are more familiar with, to the off the beaten path islands we discovered after Tuesday's successful event.

As the beautiful Islands of the Bahamas celebrates the 50th Anniversary with the long-awaited non-stop JetBlue flights from LAX, starting in November, we wanted to share 50 reasons why you must visit for yourself.



KEY MESSAGE PULL THROUGH

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← Culinary Highlights Touting Chef Kevyn Pratt and Marv Cunningham



BMOTIA HOSTED 44 MEDIA & INFLUENCERS

This is a HUGE success to celebrate given events typically have significant drop off day of. Additionally, it is very rare for brand events to see attendance numbers this high without celebrity attendance. It was the combination of authentic experiences, news hook, venue, location and executive visibility that created a notable, *can't miss* event.

MEDIA

- Parris Rose, **BET** (UVM: 367K)
- Jerosolyn Johnson, **Black Enterprise** - (UVM: 198K)
- Chelsea Samuel, **Global Grind** - (UVM: 48K)
- Jensen Rubinstein, **INSIDER** - (UVM: 1.2M)
- Julie Kessler, **Money Inc.** - (UVM: 207K)
- Jasmine Simpkins, **KTLA** - (UVM: 1.2M)
- Alex Rozier, **KNBC** - (UVM: 424K)
- Seth Goldman, **Peter Green Worldwide** - (UVM: N/A)
- Lizzy Sherman, **Spa & Beauty Today** - (UVM: 500)
- Mike Fox, **The Fox Magazine** - (UVM: 500)
- Winston Cho, **The Hollywood Reporter** - (UVM: 3.2M)
- Shanelle Genai, **The Root** - (UVM: 3.9M)
- Thembiso Mawema, **The Shade Room** - (UVM: 121K)
- Vanessa Wilkins, **Travel + Leisure** - (UVM: 2.8M)

- Michael Connelly, **Travelzoo** - (UVM: 1M)
- Gabe Saglie, **Travelzoo** - (UVM: 1M)
- Malcolm Venable, **Shondaland** - (UVM: 95K)
- Martin Rickman, **UPROXX** - (UVM: 605K)
- Annita Katee, **Well + Good** - (UVM: 1.2M)
- Mya Abraham, **VIBE** - (UVM: 250K)
- Ashley Uzer, **Mind Body Green** - (UVM: 1.7M)
- Carrie Bell, **TripSavvy** - (UVM: 1.4M)
- Samantha Brooks, **Travel + Leisure** - (UVM: 2.8M)
- Wendy O'Dea, **USA Today** - (UVM: 13M)
- Sam Leal, **Parade** - (UVM: 5.1M)
- Juliana Shallcross, **Conde Nast Traveler** (UVM: 1.4M)
- Kaila Yu, **INSIDER** - (UVM: 16.5M)

INFLUENCERS

- Influencer: Mechelle McCain - IG 153K
- Influencer: Brynn Jornacion - IG 44K
- Influencer: Alison Law - IG 31.7K
- Influencer: Asian Happy Hour - IG 60.1K
- Influencer: Jamie Bruce - IG 26K
- Influencer: Dinetia Dean - IG 10.3K
- Influencer: Jade Broadus - IG 76.8K
- Influencer: Jeanine Romo - IG 42K
- Influencer: Kai Chan - IG 31.9K
- Influencer: Francesca Murray - IG 51K
- Influencer: Kelley Ferro - IG 21.7K
- Influencer: Leo Chan - IG 115K
- Influencer: Loreen Hwang - IG 208K
- Influencer: Nate Fluellen - IG 144K
- Influencer: Nylah Akua - IG 6.5K
- Influencer: Shawn Hanna - IG 9.9K
- Influencer: Otishka Ferguson - IG 1.9K



shondaland
Parade

UPROXX
Condé Nast
Traveler

THE ROOT
mindbodygreen

tripSavvy
WELL + GOOD

NBC
KNBC LOS ANGELES

THE
Hollywood
REPORTER

BLACK
ENTERPRISE

IHUFFPOSTI Los Angeles Times

INSIDER



TRAVEL+
LEISURE

USA
TODAY



TRAVELZOO VIBE

THE ISLANDS OF THE
bahamas



MEDIA AND INFLUENCERS COULDN'T GET ENOUGH

“The vibes were everything at the event. Thanks so much for the invitation, and OMG winning the giveaway! Can’t wait to visit The Bahamas. Black Enterprise is working on a piece to honor the 50th Anniversary.”

Jeroslyn Johnson
Host, Writer



**BLACK
ENTERPRISE**

“What an amazing evening celebrating the anniversary and everything in between. I’ve been to various tourism events and this one was by far the best. From the second I walked in, the atmosphere, energy, and everything in between was impeccable. I felt like I was in The Bahamas immediately and it was such an amazing feeling.

It was so lovely meeting so many wonderful people like the Honorable I. Chester Cooper, and Director General Latia Duncombe – they were both so warm and welcoming.”

Annita Katee
Writer



WELL + GOOD

“I had an incredible time and I'm thrilled that I could be a part of such a memorable event. It truly felt like a piece of home was brought to L.A. I'm looking forward to continuing to support the Ministry of Tourism's efforts.”

Dinetia Dean
Bahamian Influencer
@DinetiaDean, 10.3K



...BEST-IN-CLASS FEEDBACK *POURED* IN FROM GUESTS

"I had such a blast at the event, thank you so much for the invitation! Let's keep in touch about coverage opportunities, and I am looking forward to the nonstop flights from LA! I will keep researching on my end, and reach out with any questions to help craft some unique pitches."



Vanessa Wilkins
Contributor

TRAVEL+
LEISURE

"An awesome event. The music and the food were real standouts, the vibe and buzz were palpable, and the personalities that mingled with us, including the DPM, were great connections to make!"

This whole year is reason to celebrate, and the November flights out of LAX will add another newsy angle to this story!"



Gabe Saglie
Senior Editor

TRAVELZOO®

"That was seriously one of the most fun events I've been to in a while! And I go to so many events! Thank you so much for having me—I definitely left with some wanderlust to visit The Bahamas soon! I would absolutely love to work with you on featuring The Bahamas in upcoming content."



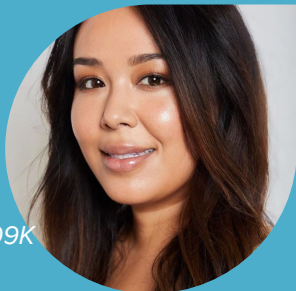
Ashley Uzer
Freelancer

Galore



..AND THEY ARE READY TO PACK THEIR BAGS AND HEAD TO THE BAHAMAS

"I learned so much tonight. I never knew The Bahamas has 700 islands and 16 unique destinations you can visit.. It's so cool that visitors can rent their own private island too – count me in for that."



Loreen Hwang
Influencer
[@coucoujolieblog](#), 209K

"The new direct flights are such a game changer. This event is one of the best experiences I've been to, and it was so awesome to learn so many new things about The Bahamas."



Martin Rickman
Editorial Director
UPROXX

"I had a blast at The Bahamas experience. The food, culture, and music was such a vibe! It was an honor to met and speak with Deputy Prime Minister Cooper. Thank you!"



Alison Law
Influencer
[@thatslaw](#), 31.7K



AND THAT'S NOT ALL! THE BAHAMAS HAS MORE COVERAGE TO COME

Excitement for **The Bahamas 50th Anniversary of Independence** and **nonstop airlift** continue as media attendees pen forthcoming stories in a variety of outlets spanning local news, business, culture and entertainment

**BLACK
ENTERPRISE**

KTLA 5

Hollywood Life



WE'LL HARNESS THIS MOMENTUM AS WE LOOK AHEAD TO THE INAUGURAL FLIGHTS LATER THIS YEAR

We'll leverage the interest in The Bahamas while we're top-of-mind, to lock in media and influencers to join us for the first nonstop flight from LA > Nassau in November.

INSIDER
shondaland

UPROXX

**BLACK
ENTERPRISE**

Hollywood
REPORTER

TRAVEL+
LEISURE



@NYLAH.AKUA (51.5K Followers)



@COUCOUJOILIEBLOG (208K Followers)



BUT FIRST, SOME ACTIONABLE REFLECTION

EXPERIENCE

	OBSERVATION	IMPLICATION
EXPERIENCE	While standalone media events are not warranted in all markets, Los Angeles is one that met the requirements. We kept feedback from previous missions top of mind when designing an event specifically for media and influencers that would translate both on social and via traditional news stories.	Delivering authentic Bahamian experiences proved to be hugely successful. Food, drink, branded elements, Junkanoo and Bahamian voices ensured the destination not only translated, but transported guest to The Bahamas. Investing additional funds proved beneficial to drive meaningful results and conversations
EXECUTIVES	Standalone media and influencer events mean that every single attendee is a possible story lead. With that in mind, it was important to formally and informally create accessibility to DPM and DG.	Informal 1:1s allowed DPM and DG to interact with all attendees, making the impact in the room that much greater. Casual remarks vs. a more formal panel allowed guests to absorb priority messaging while getting to know DPM and DG as Bahamians and as executives.
NEWSWORTHY HOOKS	Nonstop flight news was late breaking icing on the cake. While we had significant RSVPs prior to the news breaking, the hook created more reason for media to attend, post and cover the news and likely was a huge driver in minimizing drop off. Additionally, we were able to secure an earned broadcast segment vs. paid given the inherent news value.	Wherever possible, when looking to execute media and influencer experiences, we should ensure we have strong U.S. media news hooks to increase relevance. This will help drive real-time social chatter as well as traditional coverage opportunities. We know flight routes won't always be the hook, but we can look to bring creative regional plus ups to storytelling opps as appropriate.





**THANK YOU AND CONGRATS ON SUCCESSFUL
WEST COAST INITIATIVES**

**CHEERS TO CONTINUING THE MOMENTUM
TOWARDS 50TH ANNIVERSARY AND BEYOND**